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HEAC

Healthy Eating Active Communities
an initiative of The California Endowment

MAY - 4 2006

FCC - MAILROOM DOCKET FILE 00-167 ORIGINAL

Aurora Flores, Site Coordinator
Neighborhood Sector
The Accelerated School
Lead Agency

April 25th, 2006

Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Jeremiah R. Garza, Project Coordinator
Health Sector
Los Angeles Public Health
Service Planning Area 6 (South LA)

Adriana Camara, Project Coordinator
School Sector
Los Angeles Unified School District
Middle School Programs
Instructional Support Services

Lupe Gonzalez, Senior Health Promoter
Neighborhood Sector
Coalition for Community Health

RE: Second Further Notice of Proposed Rulemaking on Children's Television Obligations of Digital Television Broadcasters (MM Docket 00-167)

Dear Secretary Dortch:

We are writing to express our support for the joint proposal reached by children's advocates and broadcast and cable industry representatives regarding the children's digital television rules. We believe that these rules will ensure that children have access to diverse educational programming and will protect them from excessive advertising.

There is no question that young children are uniquely vulnerable to commercial persuasion and do not recognize the intent of ads, often accepting them as accurate and unbiased. Thus, we are very pleased that under the proposed agreement, there will be limits on the display of commercial Web sites during children's programming, as well as limits on how television characters such as SpongeBob can be used to market to children on Web sites whose addresses are on screen while the show is on. These new rules are a critical first step in ensuring that children are protected from harmful advertising practices.

Further, we ask the Commission to intervene to ensure that children are protected from new interactive methods that will soon be employed to advertise to children. Interactive television is on the horizon and has the potential to expose children to more advertisements in the media they consume, as well as more targeted ways of selling products to them.

We sincerely hope that the Commission will support the joint agreement and look forward to its final vote in the coming months.

Sincerely,

Jeremiah R. Garza, Health Sector Project Coordinator

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CHILDHOOD OBESITY—A CALL TO ACTION

California is facing an epidemic of childhood obesity. Over a quarter of fifth, seventh and ninth graders in California are overweight and at risk of obesity – a risk that's especially high for African Americans and Latinos.

Even more alarming, obesity is a leading factor in the development of type 2 diabetes, which has jumped from less than 4 percent of all childhood diabetes cases to 45 percent of new diagnoses. Experts now predict that nearly one in two Latino and African-American babies born today will develop diabetes in their lifetimes.

In response to this growing health crisis, we invite you to join our COBT collaborative as we work to reduce disparities in obesity and diabetes among school-age children by improving the food and physical activity environments for our South LA children.

FOR MORE INFORMATION:

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COBT HEAC Grantees:

- The Childhood Obesity Brain Trust Collaborative
- The Accelerated School
- Los Angeles Unified School District
- Los Angeles Department of Health Services, Public Health, Service Planning Area 6 (South Los Angeles)



THE
ACCELERATED
SCHOOL



CHILDHOOD OBESITY BRAIN TRUST



COUNTY OF LOS ANGELES
DEPARTMENT OF HEALTH SERVICES
Public Health



COBT HEAC Partners:

Include community based organizations, government agencies, hospitals, health plans and schools.

"Childhood obesity is a serious and growing problem...that no one organization can tackle on its own"

COBT's John Kotick



CHILDHOOD OBESITY BRAIN TRUST



The Childhood Obesity Brain Trust (COBT) collaborative is building a healthy, active South Los Angeles!





Healthy Eating Active Communities
an initiative of The California Endowment

COBT HEAC Activities will:

- Encourage school districts to adopt nutrition standards that promote healthy choices
- Develop policies and practices that ensure access to safe parks
- Reduce or eliminate neighborhood-level marketing of unhealthy foods to children
- Train youth advocates to educate students about the importance of adopting healthy food choices and participating in physical activities.



COBT Youth Leader in Training

COBT Awarded a 4-year Healthy Eating Active Communities Initiative (HEAC)

What is HEAC?

The objectives of the Initiative are to improve the food and physical activity environment for children and to create momentum for widespread changes in the policies and practices that contribute to the rising rates of childhood obesity.

"The HEAC initiative is designed to help communities take an active role in transforming their neighborhood and schools into places where healthy food and activity choices are readily available."

Robert K. Ross, M.D., president and CEO of the California Endowment

BUILDING HEALTHY ENVIRONMENTS IN:

Schools and After School:

- Increasing physical education alternatives
- Establishing cooperative ventures with Parks and Recreation
- Increasing farm fresh fruits and vegetables
- Advocating for full implementation and monitoring of LAUSL Obesity Prevention Motion and Healthy Beverage Motion at all schools in targeted area

Neighborhoods:

- Conducting neighborhood-level assessments composed of community residents, parents and youth
- Mapping food outlets, farmers markets, liquor stores etc.
- Community Advocacy Training Workshops

Health Care Settings:

- Increasing the role of health care providers in prevention and advocacy
- Training providers to screen, counsel and refer patients to prevention and education programs
- Addressing coverage of obesity and diabetes prevention services and education

Marketing/Advertising:

- Identifying and removing barriers for unhealthy foods that target children
- Training youth and adults to assess marketing practices

TERMINAL Q. BARBA

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